

Powys Sustainable Resource Strategy 2025 - 2030

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FOREWORD

“As a county we have made significant progress in reducing the amount of waste we produce whilst increasing the amount we recycle. Between 2013/14 and 2022/23, our recycling rate increased from 52.5% to its current level of 68.1%, and the total waste produced reduced by over 24,000 tonnes during the same period.

“This is an incredible achievement, and we would like to thank our residents, businesses, and wider community for their contribution to this amazing progress.

“As we look ahead, we continue to face a number of challenges including our response to the global climate crisis, and a need to preserve our planet’s natural finite resources. We must ensure that the services we provide support the people of Powys to collectively do their bit in reducing their impacts on our climate and the environment so that it is preserved for future generations.

“On 24 September 2020 we declared a climate emergency in response to the climate crisis and committed to reducing carbon emissions to net zero, in line with the Welsh public sector target, by 2030.

“This sustainable resource strategy sets out our aims for enabling residents, business, and the wider community to reduce their impact on the local environment, lower their carbon footprint and help Powys move towards a sustainable circular economy with the aim of preserving our natural world.”



Cllr Jackie Charlton
Powys County Council Cabinet Member for a Greener Powys

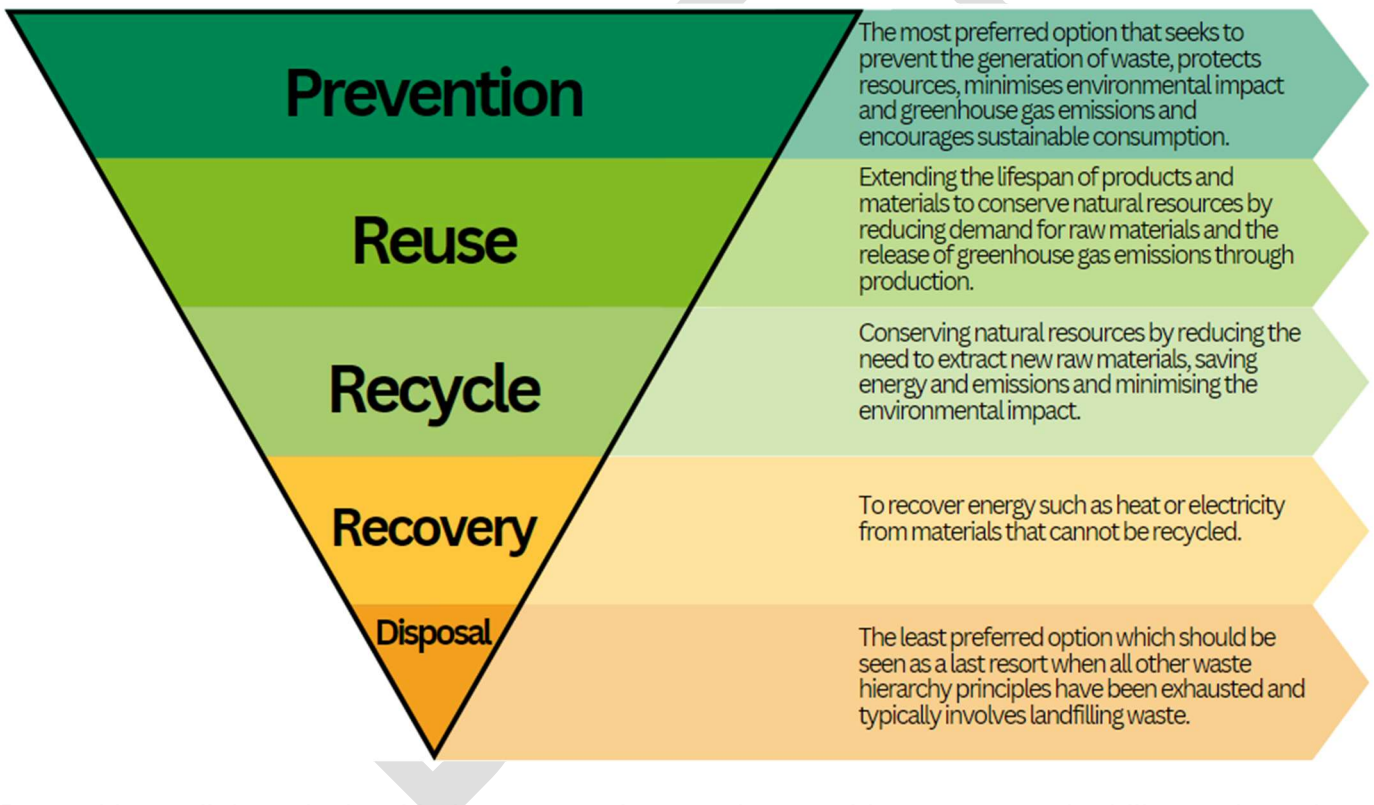
EXECUTIVE SUMMARY

The **Powys Sustainable Resource Strategy (2025-2030)** outlines our, Powys County Council's, commitment to creating a cleaner, greener, and more sustainable future. This strategy builds on the significant progress made in waste reduction and recycling over the past decade, aiming to address the ongoing challenges posed by the global climate crisis and the need to preserve finite natural resources.

The strategy is designed to support residents, workplaces, and the wider community in reducing their environmental impact, lowering their carbon footprint, and moving towards a sustainable circular economy.

The aims and actions within this strategy form a comprehensive plan which follow the principles of the waste hierarchy to reduce waste, promote reuse and recycling, and transition towards a circular economy.

Waste Hierarchy



By working collaboratively with the community, we aim to achieve our sustainability goals and ensure a greener future for all and fulfil our waste and recycling service strategic objectives:

- To be a carbon net zero council by 2030
- Minimise the overall amount of household waste produced
- Increase the proportion of waste reused, in line with Welsh Government's Beyond Recycling and Towards Zero Waste Strategies
- Reach and exceed the Welsh Government 70% statutory recycling target
- To invest in our recycling and waste infrastructure to future proof services
- Provide an efficient and cost-effective service

The five main aims of the strategy and how they fit with the waste hierarchy are summarised on the next page.

1. Reduce, Reuse, Repair



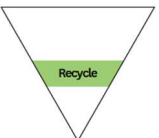
Prevention and reuse

These actions support both the prevention and reuse of items, aligning with the higher preferences in the waste hierarchy.

Aim: Prevent waste generation, extend the lifespan of products, and promote a circular economy.

Actions: Promote food waste reduction, reusable nappies, community reuse channels, and repair outlets. Increase household and workplace waste reduction, repair, and reuse.

2. Recycling



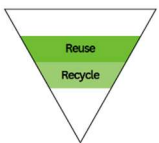
Recycling

Recycling within the waste hierarchy conserves natural resources by converting waste into reusable materials, reducing the need for new raw materials.

Aim: Achieve and exceed the Welsh Government's 70% statutory recycling target.

Actions: Reduce the amount of recycling within the residual waste, optimise recycling services, increase food waste recycling, and improve the quality of materials collected. Engage with residents and workplaces to overcome recycling barriers and reduce contamination.

3. Household Waste Recycling Centres (HWRCs)



Reuse and recycling

These actions support both the reuse of items and the recycling of materials within the waste hierarchy.

Aim: Increase recycling and reuse rates at HWRCs.

Actions: Rebrand HWRCs to emphasise recycling, introduce new reuse facilities, and improve site operations to better support residents.

4. Awareness and Enforcement



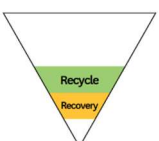
Prevention and recycling

By raising awareness and enforcing regulations, this aim supports the prevention of waste and the proper recycling of materials.

Aim: Ensure waste is managed effectively and reduce illegal activities like fly-tipping.

Actions: Engage with residents and workplaces to improve how waste is managed, provide practical advice, and enforce waste policies to increase participation and combat illegal activities.

5. Infrastructure



Recycling and recovery

Enhancing infrastructure supports efficient recycling processes and the recovery of energy from non-recyclable waste.

Aim: Develop and maintain infrastructure to support increased recycling and decarbonisation.

Actions: Invest in bulking facilities to handle new materials, ensure compliance with environmental standards, and support the transition to Ultra Low Emission Vehicles (ULEVs).

THE CASE FOR CHANGE

The aims of this sustainable resource strategy are shaped and influenced by global, national and local context and drivers, which are outlined below.



GLOBAL CONTEXT

Climate Crisis

The world is facing a climate crisis with human activity contributing to the release of harmful greenhouse gas emissions. We must take urgent action to limit global temperatures by 1.5 degrees above pre industrialised levels to help protect the planet's ecosystems.

This strategy aims to support Powys' commitments in this wider global challenge. It ensures we take steps at a local level that support the reduction in greenhouse gases from the services we provide and enable residents, workplaces and communities of Powys to do their bit in reducing their impact for both current and future generations.

Global Resources

With growing demand for the planet's natural resources, we need to reduce unsustainable consumption of our finite resources and move towards material circularity where materials and items are in use for as long as possible both preserving resources and limiting carbon emissions.

The Welsh Government's Beyond Recycling strategy aims to make the circular economy a reality in Wales, keeping resources in use for as long as possible and avoid waste. The goals include Wales becoming a zero-waste nation by 2050, with net zero emissions, whilst maximising resource efficiency.

This strategy aims to support residents and workplaces of Powys in enabling a move towards sustainable resource consumption.

We will achieve this by applying the principles of the waste hierarchy which prioritise the management of waste from the most preferred (prevention) to least preferred (disposal).

NATIONAL CONTEXT

There are a number of national policy and legislative drivers that support the basis for the strategic aims of this strategy which are outlined below.

Beyond Recycling

Welsh Government aims to make a circular economy in Wales a reality and to become a zero-waste nation by 2050. It aims to achieve this through a range of measures including developing infrastructure for materials that are not widely recycled, supporting workplaces to encourage higher recycling and to work with local authorities and key partners to develop recycling targets in line with the pathway to zero waste by 2050.

This strategy aims to consider these strategic ambitions in developing aims that will increase recycling rates beyond 70% and minimise overall waste. We need to ensure that the service and infrastructure cater for future ambitions that are likely to see an increased growth in materials that can be recycled.

Towards Zero Waste

Toward Zero Waste sets out a series of goals to increase recycling rates, reduce avoidable food waste, avoid landfilling of waste and includes statutory recycling targets for local authorities in Wales. By 2024-25 Welsh local authorities must achieve a 70% recycling rate or face financial penalties for every tonne under this target. Based on the Powys countywide 2022/23 rate of 68.1% this would be a cost burden to us of around £200k per year in fines.

This strategy sets out our aims to increase recycling rates above 70% to avoid any potential infringement fines.

Workplace Recycling Regulations (WRR)

A legal requirement for all business, charities, and public sector organisations to sort their waste for recycling to improve the quality and quantity of recycling from workplaces. Materials for recycling include food, paper, card, glass, metals, plastic, cartons, unsold textiles and unsold small electrical equipment and a ban on food waste to sewer.

We provide a compliant workplace recycling service, [Powys Commercial Recycling](#), and have already seen an increase in demand for this service. The next phase of the Workplace Recycling Regulations will seek to collect additional materials from commercial properties including textiles and small electrical items. This strategy aims to ensure there will be sufficient future capacity to cope with any increase in demand and new materials from workplaces.

Extended Producer Responsibility (EPR)

Extended Producer Responsibility (EPR) for packaging will place the responsibility for managing the lifecycle of packaging back onto producers that create packaging. Manufacturers will be driven towards designing and producing packaging with recyclability in mind.

The composition of the packaging we collect in the future may change as manufacturers adapt and create packaging that is more readily recyclable. All local authorities may see an increase in the types of packaging that can be recycled and in turn see a rise in material volumes. Our collections services and infrastructure therefore need to be designed to cope with these changes in material volumes and types.

Deposit Return Scheme (DRS)

The Welsh Government, alongside governments for England, Northern Ireland and Scotland, will legislate for a Deposit Return Scheme (DRS) for drinks containers which at present is due to be implemented in October 2027. A Deposit Management Organisation (DMO) will be appointed to manage the DRS, and a 90% target (year 3 onwards) will be set for DRS capture of in-scope drinks containers which will be referred to as “deposit items”.

The scheme could help reduce litter in Powys as the in-scope materials would have value and therefore less likely to be discarded. Similarly, there could be a reduction of in-scope drinks containers being presented at the kerbside for collection and adversely affect the council’s recycling rate as well as the amount of income received for materials which helps to offset the service costs. We need to ensure that we take action to increase our recycling rates to 70% and beyond to strengthen our position against such impacts.

Emissions Trading Scheme (ETS)

The Emissions Trading Scheme (ETS) covers the burning of fossil-based materials by Energy from Waste plants (incinerators) and will set a cap on the total emissions by local authorities by 2028. Failure to reduce the amount of waste taken to these facilities will result in a significant financial impact. If current recycling levels are maintained with no waste minimisation the modelled cost could be £715k increasing up to £1m by 2035 per annum, however there is an opportunity to reduce to £335k if we meet recycling and waste minimisation targets,

The scheme aims to reduce emissions, reduce carbon footprints, move away from fossil-based fuels and promote cleaner and renewable technologies.

To limit the impact of ETS on Powys we need to ensure that we focus on reducing the amount of residual waste produced as well as the fossil-based materials such as plastics within that waste through avoidance, reduction or recycling to avoid the environmental and financial impacts of this scheme.

Well-Being and Future Generations Act (2015)

The Wellbeing and Future Generations Act aims to ensure that future generations in Wales have at least the same quality of life as we do now.

This strategy can play a crucial role in supporting this act by seeking to prevent waste, increase reuse and repair and recycling, whilst reducing waste recovery and disposal. This all supports a move towards a circular economy that reduces the extraction of natural resources and limits the release of greenhouse gas emissions. This will protect the environment and contribute towards the long-term ambitions of this act for future generations.



LOCAL CONTEXT

Powys Corporate Vision



We have set out a vision in our corporate plan on the future of Powys by 2027, we will be stronger, fairer, and greener:

Stronger - We will become a county that **succeeds together, with communities and people** that are well connected socially, and are personally and economically resilient.

Fairer - We will be an open, well-run, council where people's voices are heard and help to shape our work and priorities, with fairer, **more equal, access to services and opportunities**. We will work to tackle poverty and inequality to support the well-being of the people of Powys.

Greener - We want to ensure a greener future for Powys, where **our well-being is linked to that of the natural world**, and our response to the climate and nature emergencies is at the heart of everything we do.

Specifically, the vision for our environment services, including waste and recycling, is to sustainably deliver a broad range of place based public services to meet the legitimate needs of our residents and communities, with the lowest possible carbon footprint and in the most efficient and cost-effective manner.

Sustainable Powys – the council's corporate approach

Sustainable Powys is an approach we are taking to be innovative and pro-active and to re-think how services are delivered to meet future budget pressures. We aim to deliver quality services for our communities which need to be affordable for all (through payment of council tax), and affordable for us to deliver and sustain for future generations. We, like all local authorities, face significant challenges in terms of our financial situation. There are many conflicting demands which means all services must look for ways to make efficiencies.

This means reviewing what services we provide and how they are provided to meet current needs and best outcomes. We recognise the challenges, and we want to work in partnership with our communities and other organisations to explore the opportunities to make the changes needed to achieve our vision.

Powys Climate Emergency Declaration

We declared a Climate Emergency in September 2020, and Nature Emergency in October 2022. As part of our corporate vision, we want to ensure a greener future for Powys, where our well-being is linked to that of the natural world, and our response to the climate and nature emergencies is at the heart of everything we do.

Powys is the largest county in Wales accounting for around 25% of the total area with a population of around 132,000 residents and 67,000 households. This presents unique operational challenges to ensure residents and workplaces of Powys have a comprehensive recycling service.

As we seek to increase recycling rates further and reduce our carbon footprint, we need to consider the geographical layout when planning new services and infrastructure to ensure they are as efficient, effective and equitable as possible.

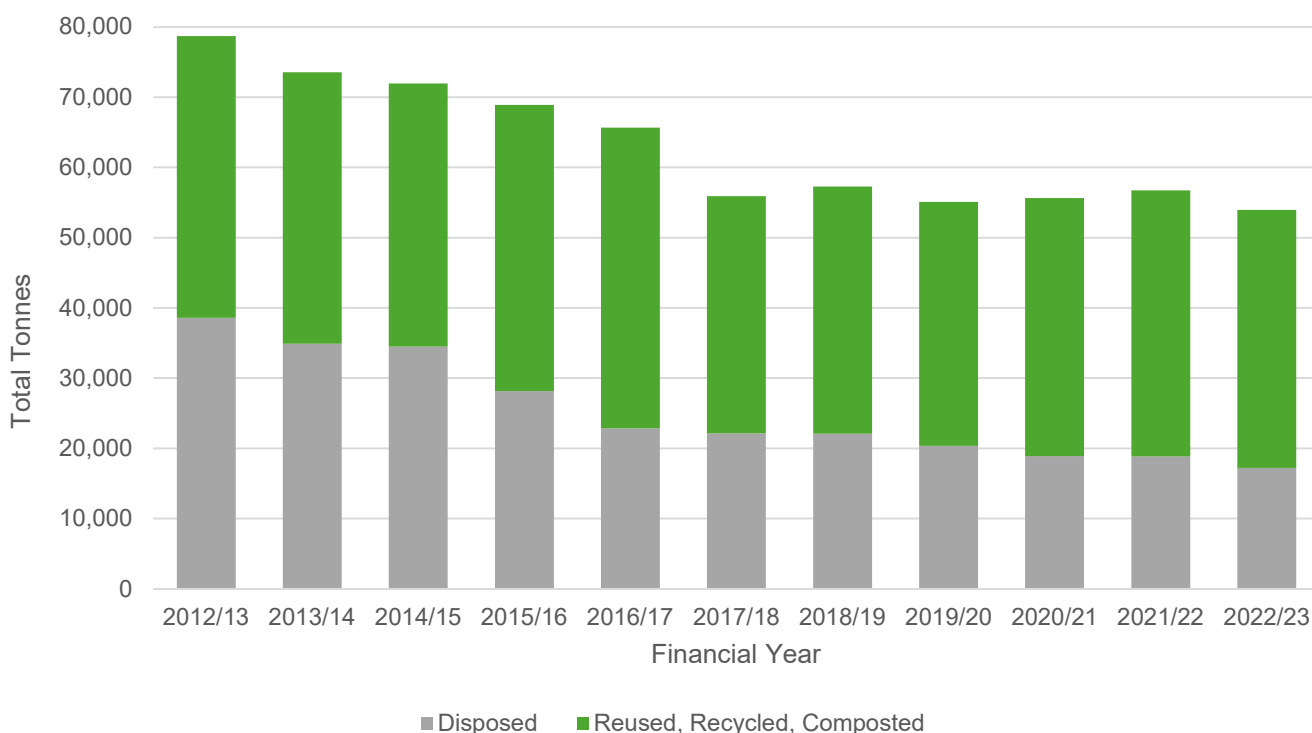
The delivery of effective waste and recycling services in Powys will play a critical role in decarbonising our operations and reducing our emissions by moving towards a circular economy that will support us in becoming net zero by 2030.

POWYS DRIVERS FOR CHANGE



We have a strong recycling performance rate of 68.1% (2022/23) which is an increase from 66.8% (2021/22). Whilst this met the Welsh Government’s statutory recycling rate at the time, it is short of the new 70% target for 2024/25.

Powys County Council - Waste Prevention and Recycling Performance



Powys County Council - Statutory Recycling Target Performance



*The reduction from 2016/17 to 2017/18 was due to the discontinuation of the Energy from Waste (EfW) outlet for residual waste. This meant that we were unable to recover ashes and metals from this process for recycling until 2020/21 when a new contract was awarded.

Failure to reach the 70% target could result in financial penalties from Welsh Government. For every tonne of material under the 70% target we face a fine of £200. This equates to approximately £100K for every percentage point below the target. To put this into context, if we miss the 70% target by 2% (only reaching 68%), we will face a £200K fine. It is important that we both meet and maintain a recycling rate that is above 70% to avoid financial penalties.

Waste Composition

In 2022 WRAP carried out an analysis of the waste that was thrown away in the wheeled bins and purple sacks. This enabled us to see what recyclable materials were being discarded.

A summary of the results is shown below:



Powys yn ailgylchu
Powys recycles
wrapcymru.org.uk/composition

The analysis of the waste shows that 45% of the materials being discarded in the black wheeled bins and purple sacks are items that could be recycled.

31% of the materials are items that could be recycled using the current kerbside collection services, including 20% food waste.

Recycling just these kerbside accepted materials would allow us to capture nearly 4,700 tonnes more recyclable material. This could represent an additional 8% on our recycling rate from 2022/23, as well as around £700k in savings (at current market rates) from increased income from recyclable material and reduced residual waste recovery and disposal costs.

Recycling this material would not only support us achieving a 70+% recycling rate but, save on unnecessary recovery and disposal costs and support our efforts in moving towards a circular economy. We therefore need to look at ways to reduce the amount of recyclable material being discarded in the wheeled bins and purple sacks.

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KEY AIM 1 – REDUCE, REUSE, REPAIR

Preventing, minimising, and repairing waste items, are the best ways to protect resources, limit the release of carbon, promote a circular economy and protect the environment. It is a crucial step towards supporting the global, national, and local drivers outlined above.

WHAT WE CURRENTLY DO:

- Actively promote the national 'Be Mighty' campaign to reduce food waste and increase recycling in Powys.
- Provide a reusable nappy incentive scheme to offer an alternative to disposable nappies
- At some of our Household Waste Recycling Centre's we provide reuse facilities.
- Promote community reuse channels (such as online platforms Freegle and Freecycle etc.)
- Work with third sector organisations to collect and reuse bulky household items.
- Promote repair outlets in Powys through partnership with Repair Efficiency Wales.

OUR FUTURE STRATEGIC AIMS:

- Reduce overall household and workplace waste.
- Support the development of a circular economy by keeping waste material in use for longer.
- Increase the amount of household and workplace waste that is repaired and reused in Powys.
- Reduce food waste in the non-recyclable bin.
- Reduce the amount of recyclable material in the residual bin
- Become a carbon net zero council by 2030 and support residents in reducing their carbon footprint.

HOW WE WILL DELIVER THIS:

Communications and engagement

- We will engage with residents and workplaces to understand how we can support them in reducing their waste.
- We will actively promote national campaigns and use a variety of methods to communicate with residents - using social media, leaflet drops, roadshows, site visits and door knocking.
- Provide continued advice and guidance on reducing food waste through a range of communication methods.
- Widely promote alternatives to single use items such as nappies, drinks bottles, coffee cups, sanitary products and promote local re-fill locations.
- Make it easier for residents in Powys to repair broken items through increased promotion of repair cafe locations and the Repair Efficiency Wales online repair directory.
- Actively support the delivery of waste reduction advice to schools, organisations and community groups.

Household Services

- We will continue to provide a financial incentive towards reusable nappies to reduce disposable nappies being used.
- We will seek to order our website, services, and advice on the principles of reduce, reuse and repair principles e.g. promote reuse and repair of bulky items before the council's bulky collection and disposal services.
- We will seek to increase the amount of household bulky waste items that we collect for reuse.

Household Waste Recycling Centres

- We will seek to introduce new or improved reuse facilities, where space allows, within the Household Waste Recycling Centres (HWRCs) to make it easier for residents to drop off and purchase re-usable items.
- We will engage with local organisations where appropriate to maximise reuse at our sites.
- Ensure all HWRCs achieve a 5+% reuse rate.

Powys Commercial Recycling

- Support workplaces to prevent and reduce their overall waste and increase greater reuse and meet future Workplace Recycling Regulations through targeted engagement including advice, site visits, communications campaigns and literature to inform and support behavioural change.

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KEY AIM 2 – RECYCLING

Whilst Powys has a comprehensive recycling service, around 45% of the waste in the wheeled bins and purple sacks are materials that could have been recycled through the current services provided.

20% of this material is food waste alone, and with statutory targets to reach 70% recycling by 2025 we need to ensure that all residents and workplaces recycle as much of their waste as possible.

WHAT WE CURRENTLY DO:

- Provide a weekly recycling collection service in line with Welsh Government collections blueprint.
- Provide a compliant commercial recycling service in line with Welsh Government Workplace Recycling Regulations.
- Provide five HWRCs for residents to recycle material not collected through the weekly kerbside recycling service.
- Provide a residual collection service every three weeks to maximise use of weekly recycling and reduce the amount of recycling in the residual waste stream.

OUR FUTURE STRATEGIC AIMS:

- Increase our recycling rate to 70% and beyond to meet statutory targets.
- Increase food waste recycling.
- Promote a circular economy within Powys.
- Make it easier for all households and workplaces to recycle more of their waste.
- Increase the quality of materials collected from flats and other communal recycling points.
- Become a carbon net zero council by 2030.

HOW WE WILL DELIVER THIS:

Communications and engagement

- We will engage with residents and workplaces to understand barriers to recycling and support them to make it easier and more accessible.
- We will engage with residents and workplaces on what materials can and cannot be recycled to divert materials away from residual waste.
- Communicate with residents and workplaces on reducing contamination of recycling presented for collection to improve the quality of materials collected.
- Using data, we will identify and proactively engage with low performing areas in the county to tackle barriers and support residents to recycle.
- We will widely promote where materials are sent for recycling and how materials are recycled to promote transparency and inform residents how their materials are put to good use.
- Seek to rebrand Household Waste Recycling Centres as Household Recycling Centres to further promote and enhance promotion of recycling over waste.

Household Kerbside Collections

- Explore opportunities to collect new materials at the kerbside for recycling, including small electricals, textiles, small batteries, and flexible plastics (i.e. plastic bags, wrappings etc).
- Continue to provide residents and workplaces with the means to effectively recycle food waste.

- We will review the types of containers used for collecting recycling at the kerbside to ensure they are fit for purpose and cost effective.
- Make it easier for residents living in flats to segregate recyclable materials to improve participation and reduce contamination by exploring best practise techniques and finding solutions to suit the specific needs of the residents.
- Continue to review market availability for items we cannot currently recycle and, where possible, set up new contracts.
- We will consider introducing an enforcement policy for residents who consistently refuse to recycle their waste at the kerbside, where other methods of encouraging recycling have not proved effective.
- Explore options to reduce the frequency or capacity of household residual waste, to encourage greater use of the weekly kerbside recycling service. When making any changes to the collection of residual waste, we will continue to support households that have and will continue to need additional capacity.

Household Waste Recycling Centres

- Invest in infrastructure to future proof our facilities to allow new recyclable materials to be collected at HWRCs.
- Ensure all HWRCs achieve an 80+% combined recycling and reuse rate.

Powys Commercial Recycling

- Improve the quality of materials that commercial premises present and provide recycling options for new materials such as textiles and small electricals.
- Support workplaces to increase the amount they recycle by actively engaging and providing advice, guidance and practical steps to separate out recyclable materials for collection in line with the Workplace Recycling Regulations.
- Annually review the commercial recycling service to ensure it operates on a cost neutral basis.

KEY AIM 3 – HOUSEHOLD WASTE RECYCLING CENTRES

Our Household Waste Recycling Centres currently recycle an impressive 80% of waste brought into them. They continue to play a crucial part in enabling residents to recycle items that cannot be collected at the kerbside. In the future we want the sites to support residents to recycle and reuse even more.

WHAT WE CURRENTLY DO:

- We have five HWRCs achieving a combined 80% recycling rate.
- Commercial vehicle and trailer permits to reduce illegal use by traders but allow households to use these vehicles where they have no reasonable alternative.
- No 'mixed waste' policy in place at HWRCs to ensure separation of recyclable materials from residual waste.
- Reduce service costs by charging for some waste types which are not classed as household waste, such as DIY materials (implementation from 1 April 2025).
- Implement a booking system and review the operations of sites to ensure we meet the needs of our residents. This will result in reduce queuing times and enable site staff more time to assist residents, as well as challenging illegal use from commercial operators and cross border tipping (implementation from 1 April 2025).

OUR FUTURE STRATEGIC AIMS:

- Increase HWRC recycling rate to above 85%.
- Increase the reuse of items brought to HWRCs.
- Rebrand sites to Household Recycling Centres to promote recycling and reuse over waste.

HOW WE WILL DELIVER THIS:

Communications and Engagement

- Rebrand Household Waste Recycling Centres (HWRCs) to Household Recycling Centres (HRCs) to promote recycling and reuse over waste.
- Continue to engage with residents on how best to make use of the HWRCs.

Operational improvements

- Work with the council's contractor to increase the range of materials that can be recycled at the HWRCs.
- We will seek to introduce new or enhanced reuse facilities, where space allows, within the Household Waste Recycling Centres (HWRCs).

KEY AIM 4 – AWARENESS AND ENFORCEMENT

We want to ensure that we make reducing, re-using, and recycling waste as easy and as accessible as possible so that everyone participates, and that waste is managed effectively so that it does not negatively impact on the lives of others within Powys.

WHAT WE CURRENTLY DO:

- Awareness and Enforcement Team proactively takes action to improve recycling rates and reduce waste crime.
- Issue Fixed Penalty Notices for environmental offences and non-compliance with legislation.
- Pursue prosecution where it is in the public interest.
- Take a zero-tolerance approach to serious waste issues such as fly tipping.

OUR FUTURE STRATEGIC AIMS:

- Ensure all households are recycling as much of their waste as possible.
- Proactively support residents to improve the quality of their recycling.
- Prevent side waste through active engagement.
- Reduce fly-tipping and littering by working with strategic partners and communities
- Educate workplaces on their Duty of Care and compliance with the Workplace Recycling Regulations and take enforcement action as required against those who persistently mismanage their waste.

HOW WE WILL DELIVER THIS:

Communications and engagement

- We will proactively engage with residents and workplaces through practical advice and support if they are struggling to manage their waste.
- Provide advice and support to residents and workplaces on storing waste effectively to prevent any public nuisance and avoid materials escaping into the local environment.
- Link with Welsh Government national campaigns such as 'Be Mighty' to improve the capture and quality of materials to ensure all households are participating with the recycling service.
- Work with Fly-tipping Action Wales and NRW to adopt a national approach.

Household Kerbside Collections

- We will work with operational crews to identify households that may be struggling to manage their waste so that early intervention, education and support can be provided to avoid escalation and enforcement.

Household Waste Recycling Centres

- Continue to challenge and reject commercial waste from entering sites.
- Operate a booking system to prevent cross border tipping.
- Continue with a 'no mixed waste' policy so that recycling can be identified and removed prior to disposal.

Enforcement

- Whilst we will continue to support residents and workplaces to recycle and manage their waste, we will also deliver fair and robust enforcement of waste policies and use legislation to

increase participation and combat illegal activities such as fly-tipping, to protect our environment.

- We will consider introducing an enforcement policy for residents who consistently refuse to recycle their waste at the kerbside.

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KEY AIM 5 – INFRASTRUCTURE

We operate three waste and recycling bulking facilities that enable materials that are collected from residents and workplaces to be offloaded and stored before onward transfer to recycling processors or waste treatment facilities.

The bulking facilities play a crucial role in supporting the effective day to day delivery of collection services in Powys, particularly given the size and scale of the county. The collection routes are regularly reviewed and optimised around this infrastructure.

The aims set out in this strategy will require the bulking facilities to have sufficient capacity to store new materials as we move above and beyond the 70% recycling target.

The sites will also be key in supporting net zero ambitions as we decarbonise our operations including a move towards Ultra Low Emission Vehicles (ULEV).

The environmental permitting requirements that govern the operation of these sites are also constantly evolving to improve environmental, fire, and safety standards. Some of Powys' sites were built in line with older standards and will need investment or replacement to ensure current and future needs are met.

OUR FUTURE STRATEGIC AIMS:

- Increase capacity to collect and store new materials and increased volumes.
- Ensure that we are operating to NRW permit requirements.
- Become a carbon net zero council by 2030.
- Maintain and improve the quality of materials collected.
- Improve the operational efficiencies of the collection and transfer of materials.

HOW WE WILL DELIVER THIS

- We will invest in the redevelopment of our bulking facilities throughout Powys to provide increased long-term capacity to collect new materials such as flexible plastic, small electricals, and textiles.
- Design facilities to meet all Natural Resources Wales permit requirements.
- Develop sites that can support the decarbonisation of waste and recycling services such as introducing electric collection vehicles and energy saving measures for buildings.

SUMMARY

The Powys Sustainable Resource Strategy (2025-2030) is a comprehensive plan aimed at creating a cleaner, greener, and more sustainable future for Powys and our future generations. This strategy builds on the significant progress made in waste reduction and recycling over the past decade and addresses the ongoing challenges posed by the global climate crisis alongside other national and local drivers for change.

The five main key aims of the strategy are:

- **Reduce, Reuse, Repair:** Prevent waste generation, extend product lifespans, and promote a circular economy.
- **Recycling:** Achieve and exceed the Welsh Government's 70% statutory recycling target.
- **Household Waste Recycling Centres (HWRCs):** Increase recycling and reuse rates at HWRCs.
- **Awareness and Enforcement:** Improve how waste is managed and reduce illegal activities like fly-tipping.
- **Infrastructure:** Develop and maintain infrastructure to support increased recycling and decarbonisation.

By implementing the actions within the strategy, we aim to work collaboratively with the communities of Powys to reduce waste, promote reuse and repair, increase recycling.

Together we will reduce our environmental impact, lower our carbon footprint, move towards a sustainable circular economy where resources are valued and not discarded, and ensure a greener future for all.

GLOSSARY

'Be Mighty. Recycle.' – WRAP Cymru's recycling campaign, contributing to Welsh Government's goal of becoming a zero-waste nation by 2050.

Bulking facilities – sites provided for bulking up of waste into large haulage containers for onward processing.

Carbon footprint – A calculation of the amount of CO₂ (typically in grams, kilograms or tonnes) that is emitted into the atmosphere through the production and/or use of a product, for example, or from an activity, per unit of comparison (per item produced/used, per unit of time, distance, etc.).

Carbon net zero – The aim to reduce carbon emissions from Council activities to a level that matches the rate at which it can be removed from the atmosphere.

Circular Economy – An economic model where emphasis is placed on maximising the first three steps of the waste hierarchy. Where recycling is required, materials are ideally remanufactured into the same product/material they started as, rather than different products/materials.

Compositional analysis – Taking samples of waste (typically the wheeled bin/purple sack residual waste) and analysing its makeup in terms of material types (such as food, plastics, card, glass, etc.). Used in Powys to determine how much is recyclable via the kerbside, HWRCs, etc.

Disposal – The last resort step in the waste hierarchy after all other options are exhausted, typically involving the landfilling of waste.

Duty of Care – The legal responsibility of all residents and workplaces to ensure that their waste is handled in a responsible way, by being transported by licensed waste carriers, and processed by appropriately permitted waste operators.

Energy from Waste (EfW) – The use of waste material as fuel to power energy production at electricity plants, typically feeding into the National Grid network. Falls under the 'Recovery' element of the waste hierarchy and as such is the second least favourable option, but preferable to disposal.

HWRC – Household Waste Recycling Centres are provided for residents to take unwanted household waste for reuse, recycling, recovery and disposal.

HRC – Household Recycling Centre rebranded from HWRC to reflect emphasis on recycling and reuse.

Mixed waste – Waste consisting of a mix of recyclable and non-recyclable material types.

NRW – [Natural Resources Wales](#), who are, among other things, the regulator of waste related activities in Wales. They are responsible for issuing and monitoring environmental permits to waste operators, including Powys County Council. They also enforce against those who breach their permit conditions or manage/mis-manage waste without a permit at all.

Permit/Environmental permit – The license required to operate a waste bulking or processing facility. In Wales they are issued and regulated by Natural Resources Wales. The permits place strict conditions on what materials can and can't be handled at the permitted site, what can be

done with the accepted waste types, as well as the measures to be taken to ensure that there is no detrimental impact on the environment as a result of on-site activities, ensuring fire safety, etc.

Prevention – The first step in the waste hierarchy, where efforts are made to prevent waste being produced in the first place. This could be by avoiding packaging on purchased products/food, effectively managing food to prevent spoiling and waste, businesses changing manufacturing processes to limit waste material, etc.

Recovery – The penultimate step in the waste hierarchy, where material that cannot be reused or recycled is recovered by other means. For local authority waste, this typically means using waste as a fuel (see 'Energy from Waste').

Recycling – The third step in the waste hierarchy, where waste material that cannot be reused is reprocessed back into raw material ready for remanufacture or direct use.

Residual waste – items thrown away in the wheeled bin or purple sacks sent for recovery via Energy from Waste.

Reuse – The second step in the waste hierarchy, where products or components are used again for the same purpose for which they were conceived through repair or refurbishment.

Sustainable Powys – A corporate approach to reviewing what services we provide and how they are provided to meet current needs and best outcomes, whilst ensuring we have innovative solutions to provide the best services adapted for our future generations.

Ultra-low Emission Vehicle (ULEV) – any vehicle that produce less than 75 grams of CO₂ per kilometre travelled. This is typically:

- fully electric vehicles – battery powered only, no combustion engine at all
- plug-in hybrid electric vehicles – vehicles that can travel short distances electric-only, with a combustion engine for longer journeys and/or to recharge the batteries
- extended-range electric vehicles – vehicles powered by battery only, but that have a combustion engine used only to recharge the batteries.
- alternative fuel vehicles – such as hydrogen fuelled.

Waste – any item that is, or is intended/required to be, thrown away, whether for reuse, recycling, recovery or disposal.

Waste hierarchy – Initially a European Union directive, and now included into UK law, this is an order of preferred mechanisms for managing waste, which begins with 'Prevention' as the most preferred option at the top, and goes down through 'Reuse', 'Recycling', 'Recovery', and finally, 'Disposal' as the least preferred at the bottom. Everybody, from residents to workplaces, has a duty to try to apply the waste hierarchy's preferred mechanisms in order of most to least preferred to their own waste.

Workplaces – all business, charities, and public sector organisations affected by the Workplace Recycling Regulations.

WRAP / WRAP Cymru - [Waste and Resources Action Programme](#), who are a non-governmental organisation (NGO), that help everyone from governments, to local governments, business and citizens to better manage resources and work towards a circular economy.

MEASURING & EVALUATING SUCCESS

Strategic Aim	Measurement	Unit	Review Cycle
Key Aim 1: Reduce, Reuse, Repair	Reduction in overall waste arisings	Kg / household / year	Annually
	Residual reduction	Kg / household / year	Annually
	Municipal waste collected for reuse or repair	% of total collected	Annually
	Reduction in avoidable food waste arisings	Kg / household / year	Annual dependant on data from compositional analysis
Key Aim 2: Increase Recycling	Increase in recycling rate	% reused, recycled or composted	Annually
Key Aim 3: HWRCs	Increase in reuse rate	% reused	Annually
	Increase in recycling rate	% reused, recycled or composted	Annually
	Reduction in non-recyclable tonnages	% not recycled	Annually
Key Aim 4: Awareness & Enforcement	Reduction in overall waste arisings	Kg / household / year	Annually
	Reduction in fly tipping and waste issues	Number of incidents	Annually
	Increase in capture rate for recycling	Reduction in percentage of recycling in residual waste stream	Annually dependant on data from compositional analysis
Key Aim 5: Infrastructure	Permit compliance	Number of non-compliance notices received and internal monitoring	Annually
	Increased capacity for new materials	Number of new materials collected	Annually
	ULEV readiness	Number of compliant vehicles in service	Annually